



Affirmative Outreach Plan

PURPOSE:

It is the intent of the BCWDB to address how the local area and its WIOA Providers are complying with the requirements of 29 CFR 38.40 relating to the provision of affirmative outreach to programs and activities.

PLAN:

The BCWDB has communicated the obligation to recipients (e.g. American Job Center Partners (AJCPs), and all WIOA service providers) to conduct outreach efforts in order to broaden the composition of the pool of those considered for participation or employment in their programs and activities. The BCWDB will ensure that recruitment of potential participants is conducted in a non-discriminatory manner and that the participant pool is a proportionate reflection of the local area as well as individuals with disabilities.

Virginia uses a monitoring tool to ensure that all EO Officers are kept cognizant of their Affirmative Outreach obligations by inquiring into their process of broadening the participation in their programs with such questions as:

- How has the recipient broadened the composition of the pool of those considered for participation or employment in their programs and activities? (Provide the procedure or strategies used to include various groups in the community)

Recipients have made and will continue to make efforts to broaden the composition of those considered for participation or employment in their programs and activities, as described above.

- The Department for Aging and Rehabilitative Services (DARS) provides services to individuals with disabilities that breakdown barriers to employment or independent living. As a required core partner in the One-Stop system, DARS Vocational Rehabilitation program is working with the One-Stop operator and other WIOA Partner programs to increase employment opportunities for individuals with disabilities.
- The Ticket to Work Program is authorized by the Ticket to Work and Work Incentives Improvement Act (TWWIIA) which was signed into law December 1999. This program expands the universe of service providers available to assist beneficiaries with disabilities who are seeking employment services, vocational rehabilitation services, and other support services in obtaining, regaining and maintaining self-supporting employment.
- Under the Ticket to Work Program, the Social Security Administration provides disability beneficiaries with a “ticket” they may use to obtain the services and jobs they need from a new universe of organizations called Employment Networks (ENs).
- Beneficiaries receiving tickets can contact one or more ENs to discuss services and, once an agreement between the beneficiary and the employment network is reached, both parties can work together to develop a work plan to assist the beneficiary in reaching his or her employment goal.

For the BCWDB technology is a key component in ensuring affirmative outreach by employing a number of strategies to include the following:

- Increased referral services;
- Provision of equal opportunities for workforce training services for both rural and urban areas, as well as for persons with disabilities or other barriers to communication;
- Access to services for persons of all levels of computer literacy; and
- Assistance in using the self-service component of the VCW/AJC Center.
- All recipients and sub-recipients work to enhance the employability and increase the earning potential of individuals with multiple barriers to employment. Strategies to address an individual needs include:
 - Assessments of skills and abilities;
 - Basic skill programs;
 - Occupational skill training;
 - Job analyses and accommodations;
 - Disability awareness training;
 - Other activities that address barriers and support achievement of positive employment outcome.

Individuals with multiple barriers to employment are offered a continuum of education, job training, career counseling and job development to enhance attainment and retention of employment. To enhance the employability skill of individuals with disabilities, the BCWDB and VCW/One-Stop Centers and WIOA providers assure:

- Priorities of services for participants beyond the self-service phase are implemented;
- Representation of individuals with disabilities on staff, where feasible;
- Cross training of staff;
- Disability awareness training for staff;
- Outreach programs for individuals with disabilities,
- Specific staff, service goals and expectations;
- Technical assistance to employers including information regarding ADA requirements and available tax credits; and
- Outcome measures of goals and expectations.

The One-Stop system provides the broadest possible menu for all job seekers. Eligible individuals include:

- Special needs participants;
- Individuals with disabilities;
- Persons with limited English-speaking ability;
- Persons training for nontraditional employment;
- Displaced homemakers;
- Public assistance recipients;
- Veterans;
- Persons with multiple barriers to employment;
- Elderly participants;
- Women;
- Minorities;
- Lesbian, Gay, Bisexual and Transgender (LGBT) communities
- Religious

WIOA service providers strive to provide access to services for clients of both sexes, the

LGBT community, the various races, ethnic backgrounds and age groups, individuals with disabilities as well as individuals with Limited English Proficiency (LEP) which includes:

- Publicity materials (brochures, letters) designed to provide an overview of employment services to the general public. These materials can be mass mailed, used as handouts, or provided to libraries and schools;
- Participation in local and statewide job-related events. Among these are job fairs, school career days, media feature stories, seminars and networking groups; and
- Coordination and involvement with various agencies, committees, task forces, and projects that focus on employment-related functions, and Wagner-Peyser special programs for targeted groups (e.g., Veterans, Youth, Dislocated Workers, etc.).
- One-Stop Centers have taken the following actions to ensure affirmative outreach:
- Signs have been posted to inform customers of telephone numbers to call or to see the manager if an accommodation is needed to receive services;
- Individuals and organizations have been identified and are available if assistance is needed to provide services or information in a language other than English, and written procedures are available to staff to assist LEP individuals;
- Employees who have skills in languages other than English have identified themselves and offered their services in assisting any customers by providing instruction, conveying information, or assisting with completing forms;
- Local community organizations that serve or represent the various ethnic, gender and age group segments and individuals with disabilities have been maintained;
- Ongoing contacts have been maintained with community-based organizations and advocacy groups to ensure the center meets the specific needs of each constituency;
- Coordination linkages with other federal, state and local agencies serving the various segments of the populations have been developed;
- Participation in community employment events such as job fairs, seminars, and public recruitment for employers has publicized the services of One-Stop Centers;
- One-Stop Center staff offer technical assistance to, advocacy groups and community-based organizations;
- On-site visits with employers and community agencies, participation in job fairs, special recruitment efforts, employer seminars, and public relations campaigns have encouraged employer use of Virginia Workforce Connection (VAWC) system; and
- Virginia Workforce Connection is the statewide workforce development network that helps employers of all sizes and types recruit, develop and retain the best employees for their needs.
- One-Stop Center office space, where available, has been provided to local groups and organizations for recruitment, promotional efforts and other related activities.
- The BCWDB monitors and evaluates the success of recipient efforts to broaden the composition of those considered for participation and employment in their programs and activities, as described above.
- The BCWDB is aware if there is a significant population increase of individuals with LEP and takes reasonable steps to ensure that policies and procedures do not deny equal access. The BCWDB implements, evaluates and documents programs, activities and services to customers with LEP.

The EO Officer is responsible for monitoring recipient programs and ensuring compliance with the affirmative outreach element of nondiscrimination and equal opportunity provisions of Section 188 of WIOA. The BCWDB continually stresses to recipients the importance of their obligation to expand the diversity of the participant pool and staffing selections. The State annually monitors the recipients to measure the effectiveness of their efforts to serve and employ a diverse population, including members of genders, various racial, ethnic and age groups, and individuals with disabilities. The BCWDB has

developed policies to address the segments of the population who need equitable services and outreach efforts in languages other than English. All recipients are required to provide translation services when the local population needs services or information in an alternate language.

In the selection of site locations and affiliate/satellite offices, consideration is given to accessibility to members of the general population for all programs, services, and benefits. Current practices designed to broaden the composition of those considered for participation and employment at the One-Stop Centers include the following:

- Recruitment of applicants with bilingual skills and experience;
- Identification of staff with bilingual skills;
- Information exchange and collaboration with community organizations regarding translators, interpreters and resources for LEP;
- Publication of selected materials in languages other than English; and
- Use of volunteer interpreters, telephone interpreters and contract interpreters as needed to provide language assistance to customers on a case-by-case basis.
- Virginia offers a language line (7-1-1) to allow LEP individuals the access to all services available through the VAWC webpage.